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MONTHLY NEWSLETTER & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP

Love Our Trails



Photo courtesy of Breckenridge Tourism Office

Our February messaging encourages us to love our trails by focusing on the Care for Colorado Leave No Trace Principle, “Stick To Trails.” It’s important to remember that we need to *Do Colorado Right* and protect the 39,000 miles of marked trails we’re so lucky to have throughout our state. No matter the season or activity, all of us use trails for a similar goal, to spend time outdoors.

In order for us to continue to enjoy Colorado’s trails, we need your help to educate and inspire visitors and residents about the importance of good trail etiquette – especially with the record-breaking numbers of people that continue to venture outdoors.

Yours in stewardship,

Tim Wolfe
Director
Colorado Tourism Office

Dana Watts
Executive Director
Leave No Trace Center for Outdoor Ethics

Monthly Messaging Feedback Requested

In an effort to make this monthly newsletter as effective as possible for all Coalition members, we have created a brief survey to help you get the most out of your paid membership.

[Take Survey Here](#)

Help Us Share the Care for Colorado Monthly Messaging

Resources from Colorado Tourism Office & Leave No Trace:

- [Care for Colorado Leave No Trace Principles](#)
- [Care for Colorado Leave No Trace: Stick to the Trails](#)
- [Colorado Tourism Office: Winter Trails in Colorado For All Your Snowy Adventures](#)
- [Leave No Trace for Off Rounding](#)
- [Leave No Trace Sharing the Trail](#)
- [How to Start Hiking the Leave No Trace Way](#)

Resources from Care for Colorado Coalition Members:

- [Colorado Parks & Wildlife- Trail Etiquette](#)
 - [Stay the Trail Colorado- Trail Tips and Etiquette](#)
 - [Bicycle Colorado- Rules of the Road and Trail](#)
 - [Colorado Parks and Wildlife Snowmobiling](#)
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#CareForColorado Social Media Posts

Share any of the 'Love Our Trails' social-media posts below to encourage and inspire visitors to Care for Colorado on all their adventures. Easily use one (or all) of these ready-to-go social posts, or create your own. Don't forget to tag @VisitColorado and @LeaveNoTraceOrg.

- **Caption 1:** With over 39,000 miles of marked trails, there's plenty to explore in Colorado! Protect plants and prevent erosion by enjoying scenic views from the trail. If you find that the vistas have literally taken your breath away, be sure to catch a break on durable surfaces like rock, dirt and dry grass.
#CareforColorado #LeaveNoTrace
- **Caption 2:** Even though shortcuts can be tempting, choose to protect the homes of the true locals 🌱🐿️ A few extra strides on the path will protect plants and wildlife habitats. #CareforColorado #LeaveNoTrace
- **Caption 3:** Colorado's trails have gotten quite popular these days so always be sure to yield to other hikers headed uphill – they need the momentum! Plus, it earns you good karmic points ✨ #CareforColorado #LeaveNoTrace

Care for Colorado Coalition “Love Our Trails” Success Stories

Breckenridge Tourism Office: The “Are You COLO-READY?” [Go Breck Brochure](#) was custom designed to feature the Care For Colorado Leave No Trace Principles, trail descriptions and “Are You Breck-Ready?” information. If you would like to have your own brochure designed, please reach out to [Kaiti Jacobson](#) to get started today!

Lake City: Lake City included Care for Colorado Leave No Trace Principles in their [OHV Regulations Section](#) which focuses on what you need to know before riding on area trails. They also included the Care for Colorado Leave No Trace Principles on the bottom of their official [trail map](#), which they included on their website and in their Visitor Guide. Five thousand copies of the map were printed to distribute to visitors.

Care for Colorado Coalition News

- [Colorado Parks and Wildlife](#) is celebrating its 125th Anniversary this year. More to come as events/receptions are planned in each of their four regions.
- [Virtual Winter Trivia Game Night, Powered by Leave No Trace](#): Learn to protect the places you love this winter in an interactive evening of fun, with a chance to win cool prizes.
- Free Leave No Trace Virtual Workshops – Introduction to Leave No Trace Skills and Ethics will be held on Thursday, [Tuesday, February 8, 2022](#), and [Thursday, February 10, 2022](#).

If you have any news that you would like to share in next month's newsletter, please email Kaiti Jacobson, Program Manager at kaiti.jacobson@state.co.us

Care for Colorado Coalition

To learn more about the Care for Colorado Program, please check out our [content hub](#) on COLORADO.com. For questions on the Care for Colorado Coalition or if you would like to refer an organization, agency or business to be a Partner or Member, please email Barb Bowman at barb.bowman@COLORADO.com.

Colorado Tourism Office

Colorado Office of Economic
Development and International Trade
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Care for Colorado Resources

Care for Colorado Principles Toolkit
Do Colorado Right Toolkit
Care for Coloradans Toolkit

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www.LNT.org

Colorado Office of Economic Development and International Trade, 1600 Broadway, Suite 2500,
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